2046620555

To: Daragan, Karen

Cc: Firestone, Marc; Han, Vic; Laufer, David; Morgan, Jim; Nicoli, David; Parrish, Steve

I THINK WE CAN INDICATE THAT ANY REMARKS WILL BE LIMITED TO AAA. I THINK CONTINUING TO GET POSITIVE PUBLICITY ON WHAT WE ARE DOING WITH AAA AND THAT WE ARE COMMITTED TO FOLLOWING THROUGH OUTWEIGHS OTHERS CONSIDERATIONS. IF ANYONE DISAGREES, LET ME KNOW. KD, I ALSO HAVE SOME INPUT FROM JJM FOR MESSAGE POINTS THAT WE CAN DISCUSS ON MONDAY. AGAIN MY PREFERENCE IS WEEK AFTER NEXT.

2046620555A

From: Daragan, Karen on Fri, Jul 28, 1995 4:57 PM
Subject: FW: Underage Sale Prohibited Notice
To: Merlo, Ellen

I think those things are going to come up, but that you will simply not comment on them. That does not mean they will not be part of some of the resulting stories though. We can't control that. It is really a matter of whether or not company wants to take the chance on being more visible on this issue and rehashing critcism. Your call.

From: Nicoli, David on Fri, Jul 28, 1995 4:51 PM
Subject: RE: Underage Sale Prohibited Notice
To: Daragan, Karen
Cc: Han, Vic; Merlo, Ellen; Parrish, Steve

2046620555B

It helps--but isn't there a concern about the press asking questions of Ellen about FDA/Washington, the PM documents Waxman released, etc? So at bottom, Ellen/Sterve have to answer whether we can handle that. Otherwise, I am comfortable w/everything else.

From: Daragan, Karen on Fri, Jul 28, 1995 4:26 PM
Subject: Underage Sale Prohibited Notice
To: Nicoli, David

2046620555C

David, I just called to let you know that we learned as early as Mon and Tue of next week, starting in Cabarrus, followed by Richmond, we will begin printing new notice on all Marlboro Lights packs (biggest sellers first.) In light of this, we believe it is a great photo opp and a good national news story to continue with momentum of AAA launch (more of a t.v. news piece, but we believe it is definitely newsworthy beyond our three plant communities.)

Our proposal is to hold an informal briefing for the media at the Richmond plant with Ellen Merlo providing brief remarks. We would invite cameras in to film the packs coming off the line. The two suggested dates for press briefing/photo opp would be next Wed. Aug. 2 or early the following week on Tue. Aug. 8. In addition to on-site media relations, we would put B-roll up on the satellite of packs on line and EM soundbites and pitch to network affiliates nationwide in top markets. We also would put out radio actuality and wire photo. Hopefully get AP photo on the A wire.

We need to know if this helps or hurts. Please advise. KD.

Note for Han, Vic

From: Merlo, Ellen

2046620555D

Source: https://www.industrydocuments.ucsf.edu/docs/ssjx0000